

WHOLESALE PACKING INSTRUCTIONS

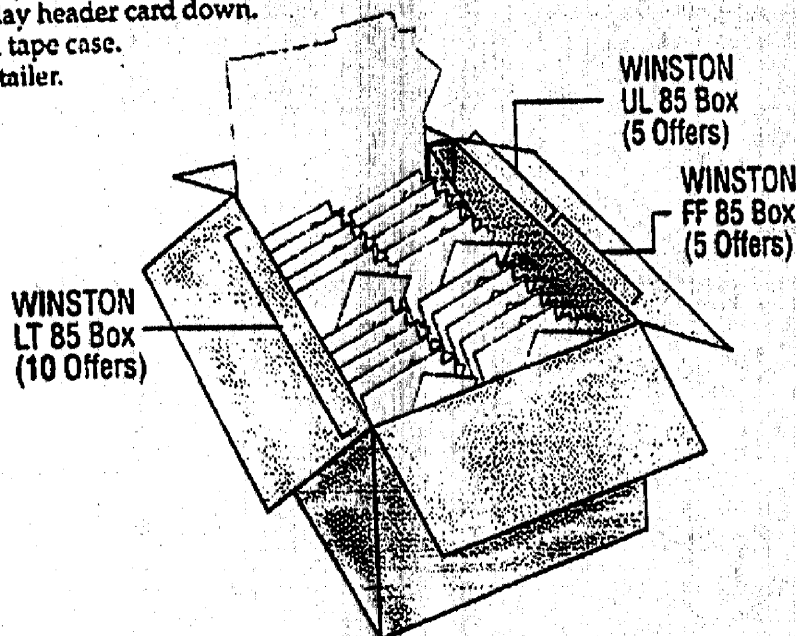
VALUE ADDED PROMOTION

3RD QTR. '98

July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item # 542810

MSA Promotion Reporting Description: WIN JUL \$1 / 2 PKS

| Brand Style | Box | LT Box | UL LT Box | | | | |
|-------------------|-----|--------|-----------|--|--|--|--|
| Number of Cartons | 1 | 2 | 1 | | | | |

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5/11/98